

Columbia River Toxics Reduction Working Group

Communication / Partnerships / Resources Subgroup

Challenge: Unknown level of public interest in and lack of funding for the Basin's toxics problem.

Goal: Elevate, enhance and strengthen public education about and engagement in the Columbia River Basin toxics problem, current work efforts, and the need for increased action and resources to reduce toxics.

Rationale: An informed and concerned public will support toxics reduction efforts.

Sub-goal	Actions (type of action)	Timeframe	Partners
Develop and implement an interagency communications strategy for Columbia toxics reduction.	Create Basin-wide public education and outreach campaign. Focus attention on States, Tribes, public, NGOs, local government, Congressional representatives, community groups, other Federal Agencies by establishing regular outreach activities (quarterly meetings, speaking engagements, etc.).		
	Develop key messages and materials for communication with public and partners		
	Hold public meetings around Basin to receive input on action agenda		
	Memorialize Agency-specific communication protocols/plans that describe how Columbia Basin-related activities will be shared with the public.		
	Inform decision makers on the future actions needed to improve the health of the Basin's ecosystem.		
Expand the Columbia River Toxics Reduction Work Group (CRTRWG) to include a Board of Directors of partner organization's upper management.	Engage CRTRWG upper managers to form a CRTRWG Board of Directors in order to strengthen and formalize the CRTRWG.		
	Develop and implement a formal agreement among CRTWG partners.		
	Continue quarterly CRTRWG meetings		
Work with Basin partners and stakeholders to leverage resources.	Workgroup managers coordinate to utilize existing staff and resources to address priority toxics reduction programs (identified by the Reduction Activities subgroup).		
	Identify 2-3 projects per year (per quarter?) that need funding and commit to finding/leveraging funds and/or in-kind services among workgroup members.		
	Expand consumer education programs about what the public can do to reduce toxics, e.g., pharmaceutical and pesticide take back programs.		
Develop specific outreach initiative that targets industry, community groups (i.e. watershed councils).	Create collaborative pilot project with local industry or community work group that focuses on toxics reduction effort with quantifiable results.		

